

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

YAT & C (Tourism) Dept. - Promotion of Tourism - Declaration of Notified Tourism Areas - Inclusion of Piler as Tourism Notified Area in Chittoor District - Order - Issued.

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YOUTH ADVANCEMENT TOURISM AND CULTURE (TOURISM) DEPARTMENT

G.O.Rt.No. 1223

Dated: 22-12-2010

Read the following:

1. From the Mg.Director, M/s BKR Residency, Piler, Chittoor District, Representation dt.24.7.2010.
2. From the District Collector, Chittoor District, A.P, Lr.No. 251/T10/RTIB/2010, Dated 29.10.2010.

O R D E R:

In the reference 1st read above, the Mg.Director, M/s BKR Residency, a Unit of Joshitha Hotels & Restaurants, Piler has represented that Piler is a fast growing mandal, geographically centrally located and a major hub of trading activities from the surrounding villages. They, being the natives of pileru for the past three generations intend to promote Piler as a Tourist Hub as it is nearest transit point to famous Thalakona forest, Horsely Hills and also Jerry water falls. They have constructed a star category hotel in Piler with 14 aesthetically designed and elegantly furnished A/c rooms, conventional hall etc., which was inaugurated in May, 2010. They have taken the social responsibility of creating and providing employment to the local rural youth in their hotel and planning to float an educational trust and associate themselves with local employment office and to avail the best possible government schemes in providing necessary training(theoretical & practical). M/s BKR Residency, Piler have therefore, requested the Government to include/declare Piler as notified Tourism area so as to boost the morale and confidence of the entrepreneurs as a part of tourism promotional schemes of Andhra Pradesh which would also enable them to avail the subsidies and incentives as per Tourism Policy of the Government.

2. The District Collector, Chittoor in his letter 2nd read above, has reported that M/s BKR Residency is situated at strategic location of four road junction of Pileru which is approximately 55 KMs from Tirupathi, Chittoor, Madanapalle and Rayachoti and is centrally located on National Highways 18 and 205. Further, Horsley Hills popularly called as Andhra Ooty is the famous Hill station with the most picturesque, scenic, picnic and summer resort which attracts large number of Tourists and Piler is the transit point to the said tourist destination. Talakona water falls which is in the midst of thick forest range of Seshachala Hills attracts large number of tourists and is also famous for film shootings. During the New Year day, Mahasivaratri and weekends, tourists from Chittoor district and neighbouring districts visit and enjoy the scenic beauty. Every year, during Mahasivaratri, large number of pilgrims/visitors visit jerry water falls which is located at about 30 KMs from Piler. Sri Pattabhiramaswamy Temple at Valmikipuram which has national importance maintained by Tirumala Tirupathi Devasthanams and was included for development of integrated circuit in Chittoor District under CFA which is located at about 35 KMs from Piler. The Unit can offer good accommodation facilities for the tourists during their transit to the above said tourist destinations and provide employment to the local youth duly conducting training programmes. The District Collector, Chittoor has therefore, requested the Government to notify Piler as notified Tourism area in addition to the Tourism areas already notified in Chittoor District under the Tourism Policy.

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3. Government, keeping in view of the provision of declaring certain areas as Tourism Notified Areas under Tourism Policy of 1998 depending on the importance of that particular area, viz., located centrally surrounded by leisure tourism spots, holiday resorts, pilgrim centers, heritage sites / centers etc, hereby consider the application of M/s BKR Residency, Piler, Chittoor District, Dated: 24-07-2010 basing on the report of the District Collector, Chittoor, hereby order for inclusion of Piler in Chittoor District as “Notified Tourism Area”.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**JAYESH RANJAN
SECRETARY TO GOVERNMENT (T)**

To
The Commissioner of Tourism, A.P. Hyderabad.
The Vice Chairman & Mg.Director, A.P.Tourism Dev.Corp Ltd., Hyd.
The Collector & District Magistrate, Chittoor.
The Mg.Director, M/s BKR Residency, Piler, Chittoor District.
Sf/sc

// Forwarded :: By Order//

SECTION OFFICER